

Roger Craig Debuts New, All Natural Protein Powder at Orlando Fitness Show

Football Legend signs endorsement deal with emerging health and fitness dynamo True Healthy Products to promote "state of the art" supplements for athletes.

ORLANDO, Fla., April 13 (SEND2PRESS NEWSWIRE) – Former all-star college and pro running back Roger Craig has teamed up with True Healthy Products (truehealthyproducts.com), the company that ushered in the Stemulite Fitness Formula craze, to promote their latest product release, Protein Power Mix. Craig, who sports three championship rings, is still in excellent athletic condition today and runs several marathons every year, will be promoting the full range of True Healthy's product line. Craig will be attending and meeting guests at the Protein Power Mix booth #6 at the Europa Show of Champions Sports and Supplement Expo and asking them to try Protein Power Mix for the first time. The Show of Champions takes place at the Orange County Convention Center in Orlando, Florida this Friday and Saturday, April 17 and 18.



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Last year, while searching for an all natural supplement that would increase endurance, muscle tone and aid in recovery, Craig ran across an ad for Stemulite Fitness Formula and decided to try it. He was so pleased with the results that he began to recommend it to others and then contacted True

Healthy Products CEO Jan Hrkach personally to rave about the results. That call eventually led to Craig endorsing Stemulite and making several TV commercials for True Healthy Products. The relationship has blossomed ever since. "This is the start of what I hope will be a long standing relationship. I love the products and the philosophy and I'm looking forward to starting this week in Orlando," said the former San Francisco star.

According to Hrkach, "Roger was one of the first people consulted as we began to develop Protein Power Mix. His ringing endorsement of our all natural formula gave our entire team a lift and we are delighted to have him join us as a marketing partner." Hrkach continued his praise of Craig and the influence he has had on other athletes as well as consumers. "To a small but growing business like True Healthy Products, having an athlete with the high regard and creditability of Roger Craig means a lot. He's so involved with so many worthwhile projects and we are thrilled he has chosen to work with us."

Craig has been so impressed by this all natural formula that he has encouraged his son and daughter to take it too. 18 year old Alex Craig is following in his dad's footsteps as a world class athlete. He runs the 400 and 200 in college and has been using Protein Power Mix as part of his training regimen. According to Alex "I was skeptical at first, you know... here's another protein drink. But it goes down easy and tastes real good with OJ. It gives me great energy." Craig's daughter, Rometra is a former USC basketball star and California Female Athlete of the Year. She too has been benefiting from Protein Power Mix as she continues to pursue a career in the WNBA.

Protein Power Mix is a "state-of-the-art all natural formula" developed by nutrition expert Andrew Wood. Wood, himself a power lifter and former college baseball player, says that what distinguishes his formula from other proteins on the market is a dual formula approach. "We have a daytime and 'slow-burn' nighttime formula that works well individually or in combination as a meal replacement or protein energy boost. There is nothing artificial – no sucrose or maltodextrin – and I've added an all natural stem cell recruiter for maximum muscle gain." It is also extremely friendly to the digestive system, and as noted by Mr. Craig, "It tastes great, and that's no small matter when you're drinking a supplemental protein every day."

According to one informal survey, over 95-percent of protein drink users tested said they preferred Protein Power Mix due to the taste and smoothness over their current brand. Now, Roger Craig will be presenting Protein Power Mix across the nation and True Healthy Products believes they'll make an all-star combination.

Protein Power Mix is available exclusively at www.truehealthyproducts.com.

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Photographs available.

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